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FOOD STAMP
PROGRAM



FOOD GUIDE

May 1962

A special service for FOOD DISTRIBUTORS containing merchandising suggestions about: Foods currently appearing on the PLENTIFUL FOODS LIST and ADDITIONAL FOODS selected for nutritional value and low cost appeal

FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS

Foods appearing on this FOOD GUIDE are being recommended to Food Stamp Recipients as Wise buys this month. Agencies of the Department of Agriculture, welfare groups, newspaper food editors, radio and television stations, etc., will be pre-selling these foods to stamp coupon shoppers.

MR. GROCER: You can give your food stamp coupon patrons a helping hand by planning your merchandising to spotlight these products for their shopping ease. In addition, it would be helpful if you would post this list of Food Guide items on your front window and on in-store

PLENTIFUL FOODS

COTTAGE CHEESE

EGGS

BROILER-FRYERS

MILK

MARGARINE

CANNED PEACHES

VEGETABLE SHORTENING

ADDITIONAL FOODS

WHEAT FLOUR

ROLLED OATS

GREEN CABBAGE

POTATOES

SPRING VEGETABLES

MILK

Merchandising Hints: Health-wise fresh fluid milk is a real "bargain buy".

- . Extra merchandising efforts are in order for fresh fluid milk--the fast turnover item with proven sales appeal that helps fill the coupon shoppers' nutritional needs.
- . Keep milk display spotless--and make it sales-inviting with good "drink-tempting" point-of-sales material and big case price tags. Play up half-gallons during May--run a "cent off" special on heavy traffic week-ends to attract trade and encourage more sales. Warmer weather is in your favor--wholesome thirst-quenching milk will be more in demand. Push it well for good returns.
- . Industry is spotlighting milk in May through heavy National advertising--radio and TV broadcasts, too. In addition, welfare groups, home economists and numerous other public relation sources will be prompting coupon traders--to drink more milk. Wedge your merchandising and display set-ups into the industry drive.
- . Tie-ins are great--"speak" about milk and cereals--milk with fresh berries, canned peaches and other fruits. Don't forget to "talk" about it at the ice cream chest--"good ole milk shakes".
- . Highlight milk display with an "over-the-top" banner. Make it read: "A WEALTH OF HEALTH" this month. Remember, this is the "preview" and planning month for the gigantic sales event ahead--"June Is Dairy Month," you know.

EGGS

Merchandising Hints: Eggs always get the "Morning Call"--and affirmative nods from coupon recipient families at other meals, too.

- . Suggest more egg meal preparations to your customers--and emphasize the nutritional goodness eggs provide. You can get your point across with well-planned imaginative merchandising techniques--and made to order P-O-P material.
- . Give shoppers a good "look-see" at your egg offerings--open a few cartons so they can size up extra large, medium and small. Big price tags prominently displayed with each, allows quick price comparison--and easy selection, too.
- . Decorate egg case for "meal-appeal". Use color posters showing breakfast egg dishes--and other "egg meal" preparation ideas. Put your sign man to work--mention "egg omelets", "hard-cooked" and "deviled" eggs to the trade. Warm weather calls for quick-an-easy meals--eggs are just the thing.

- Egg tie-in possibilities are good anytime. This month, however, you have a couple of "live-wire" promotions going for you--it's "National White Bread Month"--and "National Pickle Week" runs from May 24 to June 2. Try an "Egg Salad Sandwich" store promotion or plan other egg tie-in selling ideas--to get a "free ride"--on these industry sponsored special sales events.

BROILER-FRYERS

Merchandising Hints: These reasonably priced "trade-pullers" rate high on the coupon shoppers' list.

- Push the "thrifty" package to the coupon trade. "Whole" birds are being "plugged" to these folks in purchase suggestion releases. Feature "whole" broiler-fryers at display case and in your ads as "A Good Buy For Budget-Stretching Meals." To add color to your offerings--spread colorful fruits and vegetables around.
- Better plan to give your customers a good look at "splits", "cut-ups" and "select parts", too.
- During "National Frozen Foods Week" May 12 - 19--give frozen broiler-fryer products good merchandising treatment and an advertising break.
- Feature broiler-fryers in your ads, handbills and "bag stuffers", with a "come on" price tag.

VEGETABLE SHORTENING

Merchandising Hints: Save customers time--focus attention to vegetable shortenings by planning an off-the-shelf "fully stocked", main floor display.

- Coupon traders are heavy users of shortening--and during May, meal preparation hints directed to these shoppers specify shortening for both baking and cooking use.
- Secondary shortening displays are necessary this month to cover all selling points. Locate a display, small and large sizes, in your baking ingredient section for sure--around wheat flour stocks is an ideal spot. However, don't forget to plug it with cornmeal--always good for sales.
- Vegetable shortening is "at home" shown at the broiler-fryer and seafood cases. Display a small floor stack or use "extenders" to make shortening available here.
- Manufacturers' representatives and distributors have tested display material, recipes, equipment and merchandising ideas to help you sell their products. Solicit their assistance--they have lots of display "know-how".

CANNED PEACHES

Merchandising Hints: With the seasonal peak of fresh fruit supplies still to come, coupon recipients are being advised to choose canned peaches for their fruit requirements in May.

- Go to a line up of wire baskets this month--feature canned peaches in "dump" display. Use special 2 1/2's at the dairy department as a team-mate for milk and cottage cheese. Here again, is where tie-in color posters can be put to work--and your "homemade talkers" and "Cross-Selling" signs will help promote these "combo" sales. A "YOU NEVER HAD 'EM SO GOOD" peach "spot" sign makes a sure traffic-stopper and will "draw" trade.
- Keep shelf stocks loaded, too, and make room in adjacent shelf slot for a well rounded display of assorted gelatins--as a tie-in to promote congealed peach fruit salads--and peach dessert ideas. Here you'll need good tie-in "show pieces" to insure best sales.
- For "Mothers' Day"--offer canned peaches at the ice cream case. Use wide back bar of counter to display a wide variety. For an effective "sales pitch" marry peaches to vanilla ice cream--a perfect sales pair.
- Get the full sales potential--sell canned peaches in the baking ingredient sections--and use shopping carts to "show" them with cereals--and at other possible sales-making points.

COTTAGE CHEESE

Merchandising Hints: Another "wise buy" being recommended to the stamp coupon trade. And, "Cool and Casual" eating now will inspire more cottage cheese sales.

- Check immediately with your distributor for available pre-tested "full color" display pieces to post at selling point--especially material designed to show tie-in combinations--peaches, pears, pineapple, fresh vegetable items, condiments and spices, too.
- Use "dummy" cartons, if necessary, to team cottage cheese with "go-with" items. Back up with good P-O-P material or your own "suggestion talkers".

MARGARINE

Merchandising Hints: Margarine needs to be teamed with related items to accelerate sales--and advertised as "A Money-Saving Buy", too.

- Get your margarine supplier in on your merchandising plan. Use his tie-in point-of-sales pieces and other aids to develop more sales.
- "Double feature" margarine with "solid-selling" items on this month's Food Guide List. You have possibilities galore.

- . Promote margarine throughout the bakery department--and suggest it with your stocks of pancakes, waffle, biscuit and roll mixes, too. Don't forget to "talk" about it at potato display spot--here's a top sales-getting stand.

POTATOES

Merchandising Hints: Veteran producemen know it's wise to consistently promote potatoes--the demand produce item that accounts for about 25 percent of the department's tonnage and around 12 percent of the dollar volume. And stamp coupon patrons know it's wise to purchase potatoes, too--they satisfy healthy appetites--and give top value, cost-wise.

- . The "cooler" potato dishes now come to the front--so direct consumer attention to cold "potato salad" for the warmer weather days. Don't forget, however, to stick with overall potato movement plan--you have to keep pushing 'em--for breakfast, noon and evening meals, too.
- . Be sure you offer shoppers a selection of clean bulk and prepacks. If you package your own prepacks, use "tote bags" this month, in 5 and 10 pound sizes. Spread 'em around the store at most likely pick-up points. Utilize wall space to "show-off" the massive prepack display. You can replenish secondary display points from here--save extra handling and backroom trips.
- . Keep bulk stocks free of dirt, graded and displayed according to size. Arrange bins or use tables to display separately "all purpose" and "baker" types.
- . Don't overlook sales opportunities for frozen potato products, instant potatoes and canned potatoes. Push all potato items--let customers take their choice.

ROLLED OATS

Merchandising Hints: "Full-O-Goodness" and easy to prepare. Stamp coupon customers are encouraged to eat more oatmeal for "Get-Up-'N-Go".

- . The oatmeal "showplace" should be as near the dairy department as you can get it. A big floor stock, well located for distant view, will make more sales.
- . Taste-tempting displays always move merchandise. To get that "lip-smacking" effect--include canned peaches and other go-with-oatmeal breakfast fruits and berries in display plan. You might like to add sugar, too. Use milk and margarine color posters and your own "talkers" to spotlight "go-together" milk and margarine at oatmeal display spot.

WHEAT FLOUR

Merchandising Hints: Bread is the staff of life--wheat flour, therefore, is a "must" for the stamp coupon trade.

- . Budget hints passed along to coupon users recommend much "home baking", which calls for heavy wheat flour use.
- . For flour shoppers' benefit--display an assortment of both "plain" and "self rising" types for your customers to see. Self-selling point-of-sales material is available from distributors--get it and use it well.
- . Feature wheat flour on front store window--and publicize it with good in-store advertising, too.

CABBAGE

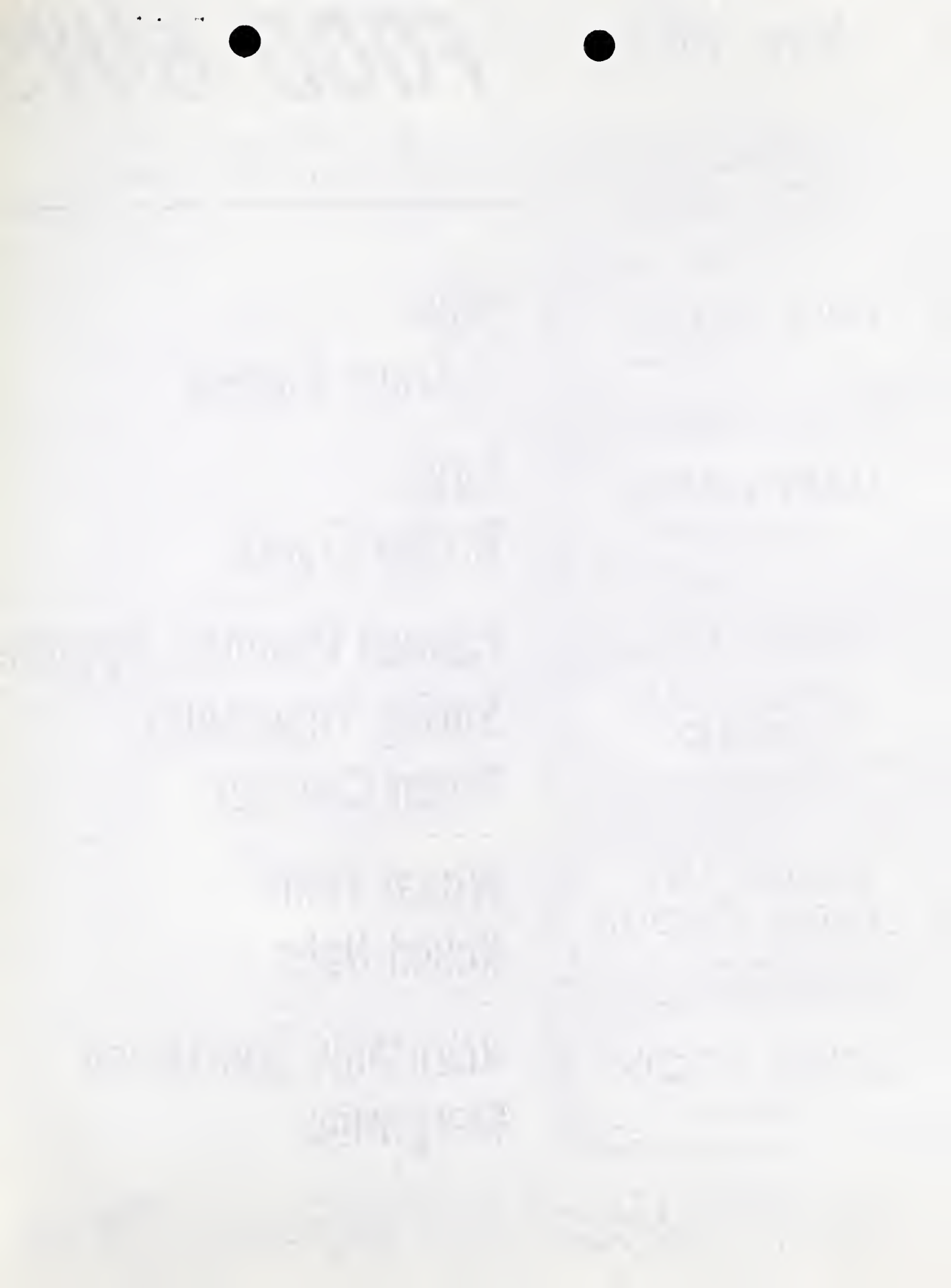
Merchandising Hints: Cabbage is recommended to coupon shoppers as the "bargain vegetable buy"--loaded with Vitamin C.

- . Many meals will be planned around cabbage during May. Menu pointers for stamp coupon recipients are filled with a variety of cabbage-based preparations, so smart business-getting grocers will give this tasty vegetable the full merchandising treatment all month long.
- . Stock a good supply--and be sure you purchase quality for your trade. This month, use a table near your vegetable line for display purposes. Communicate with the trade--use suggestion signs: "A Real Vegetable Treat"--"Cole Slaw Will Taste Good"--"How About Corned Beef 'n Cabbage?"--"Cabbage Rolls Are Good"--or "cook up" your own selling sign ideas.

SPRING VEGETABLES

Merchandising Hints: Many areas will be fortunate enough to have a fair variety of fresh vegetables on hand to offer the stamp coupon trade. These folks, therefore, should be urged to purchase as many available fresh spring vegetable items as possible for their menu fare.

- . As new crop vegetables move in, take a little time and arrange your bin layouts to get "color contrast" effects. Further, try to place vegetables that are natural "go-togethers" side-by-side. For instance--lettuce and tomatoes make a good pair.
- . Appetites have been longing for fresh spring vegetables for a long time, so advertise "New" vegetable items as you get them in stock.



May / 1962

FOOD BUYS

For USDA Food Coupon Users
and All Budget Minded Shoppers

DAILY FOOD GUIDE

MILK GROUP

Some milk for everyone

Milk

Cottage Cheese

MEAT GROUP

2 or more servings

Eggs

Broiler-Fryers

FRUIT AND VEGETABLE GROUP

4 or more servings

Canned Peaches-Potatoes

Spring Vegetables

Green Cabbage

BREAD AND CEREAL GROUP

4 or more servings

Wheat Flour

Rolled Oats

OTHER FOODS

As needed

Vegetable Shortening

Margarine

VARIETY is the KEY